

**Facsimile Transmission**

April 26, 2002

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APR 26 2002

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Pages (including this page): 5

Our Ref.: 10423-004-999 and 10423-006-999

Recipient: Examiner Chaki

Facsimile Number: 703-305-8266

Company: U.S. Patent and Trademark Office

Your Ref.:

Message

Confirmation copy will not follow.

RE: U.S. Application Serial No. 09/780,785
Filed: February 9, 2001
Title: SYSTEM AND METHOD FOR CONTROLLING THE
FREQUENCY OF ADVERTISEMENTS DISPLAYED DURING
MEDIA PRESENTATIONS
Inventors: Cannon et al.

U.S. Application Serial No. 09/844,523
Filed: April 27, 2001
Title: SYSTEM AND METHOD FOR DETERMINING SUITABLE
BREAKS FOR INSERTING CONTENT
Inventors: Cannon et al.

Dear Examiner Chaki:

This is in response to your request for evidence that we notified the applicant that we filed a Request for Permission to Withdraw as attorneys on the two above-identified applications.

As noted in our Request, the applicant and attorneys of record mutually agreed to terminate the representation of the applicant by the attorneys of record. An email dated January 2, 2002 from the client and assignee of record, PSM Global, Inc., instructed us to withdraw as attorneys of record. This email is attached to each of our Requests to Withdraw.

On January 29, 2002, we filed our Requests to Withdraw. As indicated in the second paragraph of letters dated January 29, 2002, we notified our former client that we filed these Requests. Copies of our letters of January 29, 2002 are attached.

If you have any problems regarding this transmission, please contact Lydia Stough at 850-849-7778.

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Examiner Chaki
April 26, 2002
Page 2

If you have any questions, please call me at 650-849-7777.

Very truly yours,

A handwritten signature in black ink, reading 'Frank E. Morris'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Frank E. Morris

FEM/lis

Enclosures

If you have any problems regarding this transmission, please contact Lydia Stough at 650-849-7778.

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January 29, 2002

Kimble Cannon
PSM Global, Inc.
PO Box 2531
Merrifield, VA 22116

Re: Transfer of PSM Global, Inc. files
Our Reference: 010423-0002-999

Dear Kimble:

Pursuant to your email instructions of January 2, 2002, we are no longer responsible for any patent matters on behalf of PMS Global Inc., and enclose herewith copies of our files for the applications we were handling. A chart showing the filing details and current status of each case is also enclosed.

In accordance with your instructions, we filed a Request to Withdraw as Attorneys of Record in each pending case. However, please prepare and file the appropriate Revocation of Power of Attorney for each file so that the Patent and Trademark Office will send further communications to you. Of course, in the event that we receive anything from the Patent and Trademark Office, we will forward it to you.

Please acknowledge receipt of these files by signing and dating the enclosed copy of this letter and returning it to my attention.

Very truly yours,

PENNIE & EDMONDS LLP

A handwritten signature in cursive script that reads 'Frank E. Morris'.

Frank E. Morris

FEM/mo
Enclosures

cc: Wayne Nocero
Rebecca Rivera

Receipt Acknowledged: _____

Date: _____

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